

CEO E-Briefing

A weekly report to City Council and the community



June 24, 2011

Welcome to E-Briefing!

Transparency and excellent communication form the foundation of a healthy government. The more we can show the goings on within the City of Costa Mesa, the better informed our City Council and the more engaged our citizens will be.

The weekly CEO E-Briefing: A Report to the City Council and Community is one of the many initiatives we've launched to help us achieve our goal of being the most transparent municipal government in the country.

Like its predecessor, From the Mesa, E-Briefing will provide its readers with news and information about the City. But there will be a few differences. E-Briefing will feature shorter articles and notes for an easier read – with links to documents and other information if someone wants more depth. We will also celebrate Costa Mesa's heritage and landmarks with regular features that will test residents' local IQ.

This is E-Briefing's shake-down cruise, and I'm interested in any feedback about how to make this newsletter even better. Thanks for reading and see you next week.

Tom Hatch, Chief Executive Officer, City of Costa Mesa



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☒ Comments
or suggestions, please contact
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City of Costa Mesa



Costa Mesa City Hall

CEO's Office

Program launched to clean up rental properties

A new Large Item Disposal Program will be offered in Costa Mesa as part of the City's existing Neighborhood Improvement Programs. In an effort to improve multi-family properties in targeted areas (mostly on the Westside), the City will place manned dumpsters in six locations on rotating weekends. This will allow low- and moderate-income target area residents to dispose of bulky debris and garbage in their community.

It is anticipated that the program, which uses federal funds, will be operational in time for the Spring 2012 Neighbors for Neighbors event. City Council approved the program earlier this month.



Making History

In 1953, Costa Mesa's first City Hall at 11 E. 20th St. was formerly:

- A) An auto parts store
- B) A mortuary
- C) A pharmacy
- D) A grocery store

Answer: A) An auto parts store

CEO's Office (continued)

Notes from Communications & Marketing

On Saturday and Sunday at 11 a.m., [Mesa Emergency Service Amateur Communications](#) (MESAC) is hosting an event at the Goat Hill Junction Train Station (across from Fairview Park) for residents to learn how to use two-way radios in case of an emergency ... Council is expected on July 5 to approve a company to redesign and develop the City's revamped website ... Also on July 5, the first free [Concert in the Park](#) begins at 5:30 p.m. (music at 6:15 p.m.) at Fairview Park with gourmet food trucks, a wine and beer garden, kids' activities and music from the Peggy Nelson Project playing top 40 hits ... [The New Yorker](#) magazine is working on a major article about Costa Mesa and its budget debate that should be out sometime this summer.



The Peggy Nelson Project band will kick off the Concerts in the Park series on July 5.

Development Services

Smart & Final to get a makeover

Smart & Final is in the process of making improvements to its Costa Mesa store on West 19th St. It has submitted plans proposing interior and exterior improvements, including renovation of the building façade, repainting building exterior, enlarging and replacing entrance doors, replacing existing canopy, remodeling two restrooms, incorporating new produce department, changing out refrigeration case, and installing new refrigeration roof-top equipment. Building permits were recently issued on this project with construction expected to begin soon.



- LEGEND:
- 1 Sherwin Williams SW 7683 "Buff"
 - 2 Sherwin Williams SW 7750 "Meadow Trail"
 - 3 Sherwin Williams SW 7750 "Renwick Golden"
 - 4 Kynar 500 "Parchment"
 - 5 Dunn Edwards Paint "Burnt Crimson"
 - 6 Chroma-Glaze "Vista"

Development Services (continued)

Notes from Development Services

The **Greenleaf Gourmet Chop Shop**, a combination restaurant and market at 234 W. 17th Street, received no appeals during the 7-day appeal process of its minor conditional use permit. The project was approved by the Planning Commission on June 13 ... The **Keeler** property at 2258-2260 Orange Avenue was just cleared and is currently vacant in preparation for the construction of two, two-story, single-family homes ... Building permits were issued June 23 for 2,678 square feet of interior tenant improvements for **Five Guys Burgers and Fries** at 3030 Harbor Boulevard.

Did you know?

The first Five Guys restaurant opened in Arlington, Virginia in 1986. Over the next 15 years they opened 5 more locations in the DC metro area and developed a loyal fan base. By 2003 they began to expand outside of the DC area, and today have over 750 locations in more than 40 states and Canada.

Finance Department

Notes from Finance

The Finance Department, which worked so hard over the past several months to help us adopt a balanced budget for 2011-2012, won't be able to rest on its laurels. For the July 12 meeting, Finance will give three presentations: One will be on a new financial tool – called the 5-Year Capital Investment Forecast – that Budget and Research Officer **Bobby Young** has developed to help the City Council prioritize and fund capital needs from the General Fund. The second item will be a new cash flow analysis, which the City will use to monitor the monthly ebb and flow of its finances. And finally, Finance will unveil a variety of financial policies for the City Council to consider, such as how much should be in the emergency reserve fund and during what circumstances can it be accessed.

Secret Spot



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: If it seems a bit fishy to you, you could be on to something.

To get the whole picture, see page 4.



Halecrest Picnic Brings Community, City Together

Halecrest & Hall of Fame Community Association hosted an annual Costa Mesa Community Picnic at Halecrest Park last Saturday. The neighborhood get-together was an opportunity for residents, along with a special invitation to city employees, to mingle and enjoy food, games, a jump tent and other family-friendly activities. Many thanks to **Mike** and **Linda Brumbaugh** for spearheading this special event.

Fire Department

Fire Capt. Bruce Pulgencio: On a mission in Iraq

Last month, Fire Capt. **Bruce Pulgencio** – who serves in the California Army National Guard – returned home from Iraq for a two-week leave and was welcomed at the airport by his fellow firefighters.

Bruce has been deployed in Iraq for the past 11 months (on a 13-month deployment) – his second tour in the past five years. All fire apparatus have been outfitted with service flags since August to honor Bruce during his deployment.

The 21-year fire department veteran flies Blackhawk helicopters for the National Guard and is currently training pilots in his unit. He flies day and night missions from a U.S. Air Force Base in central Iraq.



"We are happy that Bruce made it home for a well-deserved rest," said interim Fire Chief **Kirk Dominic**. "The Costa Mesa Fire Department family would like to thank Bruce for his service and dedication to protecting others."



Notes from Fire

A 38-page analysis of the proposal by the **Orange County Fire Authority** to assume responsibility for fire services in Costa Mesa is tentatively scheduled to be presented at the City Council study session either July 12 or the council meeting July 19 ... The City Council could vote on whether to accept the OCFA's proposal at its July 19 meeting.



Secret Spotted!

This polka-dotted wonder is a colorful octopus on the mural on the Wahoo's Fish Tacos restaurant on Placentia Avenue.



Police Department

Little Kayleigh Charland continues fight

Employees in the Police Department and throughout the City are rallying around 3-month-old **Kayleigh Charland, Officer Matt Charland's** infant who was diagnosed with Leukemia AML.

On behalf of Kayleigh, the Costa Mesa Police Officers Assn. is selling gold wristbands with her name on them for a minimum donation of \$5 each, with 100% of the proceeds going to cover the family's unforeseen expenses. The wristbands are available at City Hall, the Police Department and at every fire station. In addition, police officers are donating vacation time to Matt in case he needs more time off.



Kayleigh Charland needs bone marrow transplant

Kayleigh is recovering from her second round of chemotherapy and the family is now looking for a bone marrow match and is asking for interested people to sign up for "[Be the Match](#)," part of the worldwide National Marrow Donor Program registry that matches people willing to donate marrow/ stem cells to patients with life threatening illnesses.

There is a recommended \$100 donation while signing up to join the registry to cover the cost of testing, processing and posting the results in the database. However, you can sign up without paying this fee or donating whatever you wish.

Notes from the men and women in blue

It's been a challenging week for our Police Department with the interim chief resigning and the final vote on the restructuring taking place. On another note, we were able to quickly hire **Dennis Kies**, a respected 35-year law enforcement veteran and former police chief of La Habra, to head the department until a permanent chief is hired ... CEO **Tom Hatch** will be interviewing the finalists for the police chief job within the next two weeks and hopes to make the decision by mid to late July ... A DUI checkpoint Wednesday evening on Bristol Avenue at Randolph Avenue netted one suspected drunk driver, two served warrants, 30 driver's license investigations, 18 citations and 10 towed vehicles.



Public Services

Happy bike trails to you!

A ribbon-cutting ceremony for the \$1.3 million Joann Street Bike Trail will take place at 7 p.m. on Thursday, June 30 at 2301 Harbor Boulevard.

The Joann Street Bike Trail starts at the southwest corner of Harbor Boulevard and Fair Drive (just south of the entrance to Fairview Developmental Center) and continues south to 2299 Harbor Boulevard, where it turns west to approximately 1,000 feet east of Placentia Avenue. No general fund money was spent on the project.

FYI: The \$420,000 Fairview Channel Bike Trail, running from Placentia Avenue to the Sana Ana River on the border of Fairview Park, is expected to be completed within the next year.